Penguin offers - for a $4 book

200,000 advance $ 70,000 ~~40,000~~

2.00 adv

2.16 back

we get $1.65 (41.25 %) of cover

77.5% of (2.1 gross billed.

$1.70? 21.12%

(advance sale)

Penguin gets .35 / copy → 50% discount before pub.

17.5% of 2.00

800,000 back

$ 408,000 of $1,728,000

$ 478,000 total

.51 → after pub. 46%

(12.75%) of cover

standard back 40% to book

$ 2,128,000 gross billed

for $1 million copies

23.9 %

22.462 % | for Penguin

23.61 of Their price - 2.16

Walter Weller

production manager

~~$~~ 45% average 5.50

So long as Penguin margin is about ~~four~~ 1.00

Hardcover $10 we get 4.50/copy

1.65
51
2.16

- figure $2 unit cost of hardcover -

4.50
2.16
1.84

bookstore 46%

1.65
1000000
$ 1,650,000.00

Penguin to us for $1 million copies

- Penguin Sapphire book -

"The Dream King"

2.16
1.75
.41

Suppose Random at 25% of .54% (- 46% discount)

2.16
.46
170

2.16 × .54
- .54
1.62 per book

51

at 23.6% They're the same as Penguin's offer.

Says Random (Ballantine) will do strip-cover returns.

2.16
1.70
.46

Penguin offer

4.50 → 1.65 ≈ 41.111%

5.00 → 2.05 41%

(Random now 1.72) → 33¢

They recommend 1st run of 250,000 copies

19.% for Random to beat Penguin figure.

- Random - 50 salesmen in U.S.

Good Canadian talk show:

989 3500

Rm. Offers: 25% of gross billing ($2.16 /)

1.62 per copies

$130,000
difference
from
Penguin
at
1 million
copies.

Tim estimates 15$ for hardcover last catalog.

Guess at sales 2500 - 5000

Hard-cover at flat 25% of gross billing

for both only. (or same rate)

of $15 - $8 to Random

$2.20 at 22½%
2.00 at 25%

Ask Lloyd about hardcover costs

$6 to JOINT
close to all goes to ppb.

for paper book
25% of gross for 1st 500,000
22½ on thereafter ~~[illegible]~~

Canada - at US list w/o duty +10%

— last
25% 1st 250,000
22½ thereafter ave 23+%

in US
Penguin salesmen & reps NY Boston Dallas
Chi Detroit
SF LA Cleveland
~~Wa~~ DC

Canada reps? –

12,000 active accounts (1500 reported to)
Mailing every month –

Shipped in cartons of 10 copies

Kingsport Press probably the printer
in Tenn.